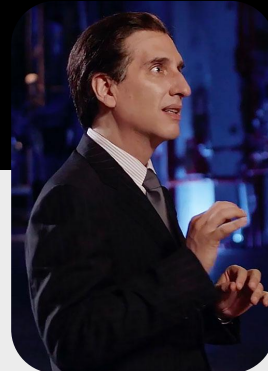




Media Kit

2024 Advertising Rates & Opportunities





ALL CULTURE.

ALL ORANGE COUNTY.

ALL THE TIME.



We're devoted to covering Orange County's cultural life. A North American premiere by American Ballet Theatre. A CBD-infused lunch menu at a South Coast Plaza restaurant. The nation's largest Vietnamese Lunar New Year Festival.

Each story is part of our county's multi-textured tapestry. We're fascinated by it all.

And we cover it all.



OUR WHY

Cultural journalism has experienced a dramatic decline in Orange County over the past decade. The sixth-most populous county in the nation suffers from almost no coverage of its cultural life in its principal news outlets.

By 2018, the two large-circulation newspapers that cover Orange County (*LA Times*, *OC Register*) had laid off their entire full-time arts/culture staff. A third major paper that covered the arts closed entirely in 2019 (*OC Weekly*).

In September 2018, we started the Arts & Culture section on *Voice of OC* to counteract these trends.

Culture OC is the continuation and evolution of that work.

OUR ACCOMPLISHMENTS *(SO FAR!)*



47%
OPEN RATE

Average open rate for the email newsletter we send out 3x times per week.



10k
WEBSITE VISITORS

In the first 3 months since our launch, we had 10,000 unique visitors engaging with content on our website.



40+
AWARDS

Our team of writers have earned major honors including two National Arts Journalism Awards

OUR TEAM



Paul Hodgins

Publisher

Hodgins co-founded the Arts & Culture section at *Voice of OC*. He covered theater, dance and classical music at *The Orange County Register* for 25 years.



Heide Janssen

Managing Editor

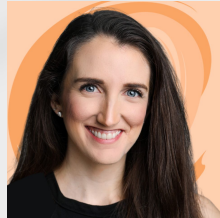
Janssen co-founded the Arts & Culture section at *Voice of OC*. She was the founding editor of the Varsity Arts section at *The Orange County Register*.



Richard Chang

Senior Editor

Chang was senior editor for Arts & Culture at *Voice of OC* and the *L.A. Weekly* and a longtime visual arts reporter for *The Orange County Register*.



Kaitlin Wright

Associate Managing Editor

Wright was a contributing writer for *Voice of OC* and a staff writer for *The Orange County Register*. She also has a background in digital marketing.



OUR AUDIENCE

OC POPULATION

Orange County population: 3.187 million (2020). 6th largest county in the U.S. by population. ¹ 10% expected increase in population by 2040. ²

HOUSEHOLD INCOME

Median household income: \$100,559 (2021). Making it the 7th richest county in California. ³

EDUCATION LEVEL

Adult population with Bachelor's degree or higher (2021): 43.1% (CA. average: 36.2%). ³

INDUSTRY AVAILABILITY

Creative economy employees in O.C.: 44,304 (2019). ⁴

1: US Census Bureau. Decennial Census 2: ocgov.com's 2018 Orange County Community Indicators Report

3: US Census Bureau. American Community Survey 4: www.AmericansForTheArts.org/CreativeIndustries



 CULTURE OC
2024

Rates & Offers



2024 RATE CARD

UNIT	SPECS	INVESTMENT
Leaderboard <i>*Displays at the top of homepage and on all story pages</i>	<i>Dimensions: 728 x 90 (desktop) 320 x 50 (mobile) File size: 200KB max (desktop) 100 KB max (mobile) File type: jpg, png</i>	<i>\$150 per day, \$800 per week (max. of 2 in rotation)</i>
Medium Rectangle <i>*Displays at the top of homepage and on all story pages</i>	<i>Dimensions: 300 x 250 File size: 200KB max File type: jpg, png</i>	<i>\$50 per day, \$300 per week</i>
Upcoming Events Carousel <i>*Displays on the homepage and at the end of all story pages</i>	<i>Dimensions: 300 x 250 File size: 200KB max File type: jpg, png</i>	<i>\$125 per week per event (max. 6 entries per week)</i>
Email Newsletter Banner	<i>Dimensions: 600 x 125 File size: 100KB File type: jpg, png</i>	<i>\$1000/week Average 3 newsletter sends per week.</i>

**Discounts available for multi-week runs of any consecutive ad placement.*

Pre-Sale Periods



January 5-15



July 1-15

Save 25% when you reserve an ad placement in advance during our special pre-sale periods.

Placements can be reserved for any time in the calendar year. Final art is not due at the time of reservation. Pre-reserved placements can be canceled with no penalty up to 10 days before the scheduled run.

RESERVE AN AD

EDITORIAL CALENDAR



WINTER/SPRING PREVIEW **Early January**

Top picks and stories about the winter/spring arts season.

Ad deadline: Jan. 15



SUMMER PREVIEW **Late May**

Special events and mini-seasons during summer.

Ad deadline: Apr. 30



FALL PREVIEW **Early September**

Top picks and stories about the fall arts season.

Ad deadline: Aug. 31



HOLIDAY PREVIEW **Mid-November**

Focus on holiday cultural events.

Ad deadline: Oct. 31

LEADERBOARD AD

CULTURE OC ARTICLES CULTURE CLUB ABOUT US **FOR SALE**

CULTURE OC
ALL CULTURE. ALL OC. ALL THE TIME.

SIGN UP FOR OUR NEWSLETTER

Looking for things to do this weekend? View upcoming events and our Editor's Picks

THEATER MUSIC DANCE VISUAL ARTS FOOD & DRINKS CULTURE

728 x 90 ad space

THEATER
South Coast Repertory Presents Hershey Felder as 'George Gershwin Alone'...

CULTURE OC SPOTLIGHT
Anne Marie's Latest Appearance on the SoCal Restaurant Show

FOOD & DRINKS
Anne Marie's Favorite New Restaurants of 2023

OCSEA CONNECTS Community Arts Festival

cultureoc.org

THEATER **MUSIC**

DANCE **VISUAL ARTS**

FOOD & DRINKS **CULTURE**

320 x 50 ad space

[Become a Sponsor](#)

Culture OC Staff

MEDIUM RECTANGLE AD

CULTURE
2023 Top 5 Moments in Culture, Visual Arts and Food

THEATER
2023's Top 5 Moments in Theater, Dance and Classical Music

CULTURE
Feliz Navidad! It's Bilingual Santa's Busiest Time of Year

CULTURE OC QUESTIONS
Anna Maria Panorangan Joins Honeysuckle to Talk Food Journalism

MUSIC
Pacific Symphony in Transition, Part 1: An Ambitious Young Orchestra...

THEATER
Meet David Ellenstein, Laguna Playhouse's New(est) Artistic Director

cultureoc.org

Meet David Ellenstein, Laguna Playhouse's New(est) Artistic Director

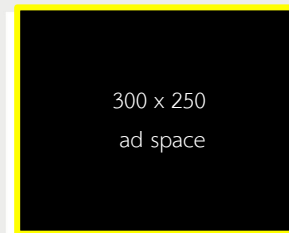
For just over a year now, David Ellenstein has served as the artistic director of Laguna...

269 4

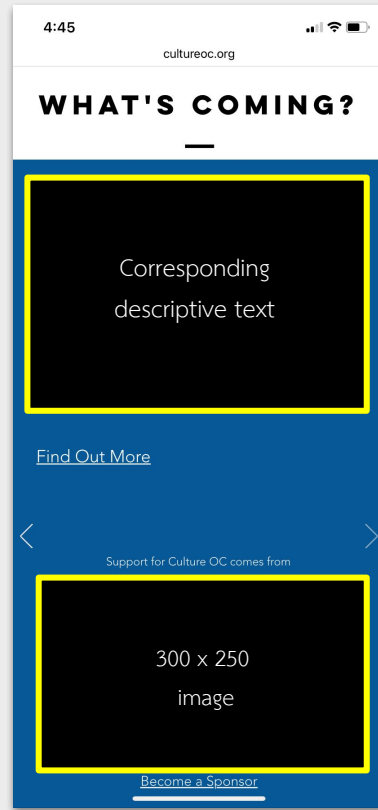
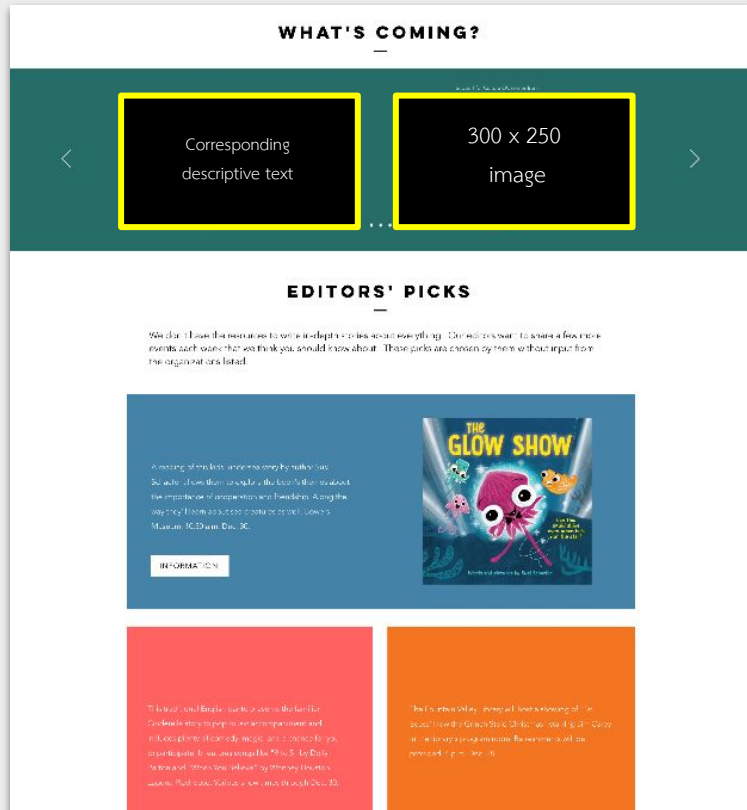


WHAT'S COMING?

Support for Culture OC comes from



UPCOMING EVENTS CAROUSEL AD



EMAIL NEWSLETTER BANNER

2023's Top 5 Moments in Visual Arts, Culture, and Food and Drink

[View in browser](#)

600 x 125

ad space



DECEMBER 29, 2023

NEW STORIES



2023 Top 5 Moments in Culture, Visual Arts and Food

The clock is certainly ticking on 2023. But while we have a few precious moments left, let's look back on the best in arts and culture this past year.



JANUARY 1, 2024

TODAY'S STORY



The Comings, Goings and Passings in 2023

by Paul Hodgins

The last 12 months were filled with significant changes to the cultural scene in Orange County. Several major arts institutions said goodbye to their leaders and started the challenging search for a successor – the biggest changing of the guard since 2018.

[Keep Reading →](#)

600 x 125

ad space

IN CASE YOU MISSED IT



2023 Top 5 Moments in Culture, Visual Arts and Food

Published Dec. 29, 2023



SPONSOR AN AD TODAY

Click the link below to fill out our reservation form and complete your purchase.

[SUBMIT AD CONTENT](#)



 CULTURE OC
2024

**CULTURE CLUB
SPECIAL OFFERS**





Offering SPECIAL OFFERS to Culture OC's Culture Club is FREE!

Your offer is a great way to make sure awareness of your organization reaches an audience of engaged arts and culture patrons in Orange County.

Call it a win-win situation.

You could offer...

- DISCOUNTS
- PRIORITY REGISTRATION
- SPECIAL EVENTS
- EXCLUSIVE ADD-ONS

EXAMPLE OFFERS

Mexican Regional Cuisine

PALENQUE KITCHEN

Dessert for 2



[Click here to reserve](#)

Lunch and Dinner

Anytime

*THIS IS NOT A REAL LISTING.
This is simply an example of what
can be placed under our Special
Offers*

Holiday Festival

UVSA

\$10 Food Truck Voucher



[Click here to reserve](#)

Tet Festival

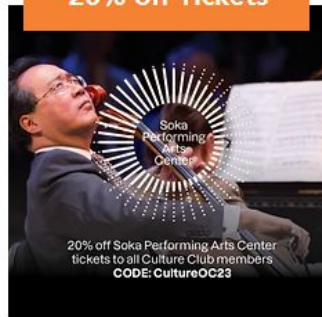
Feb. 9 - 11, 2024

*THIS IS NOT A REAL LISTING.
This is simply an example of what
can be placed under our Special
Offers*

Performing Arts

SOKA PERFORMING ARTS CENTER

20% off Tickets



20% off Soka Performing Arts Center
tickets to all Culture Club members
CODE: **CultureOC23**

[Click here for info](#)

Soka PAC

2023 - 2024 Season

20% off for most performances at
Soka Performing Arts Center.

To redeem, sales must be
completed at the box office or
over the phone by calling
949-480-4278.

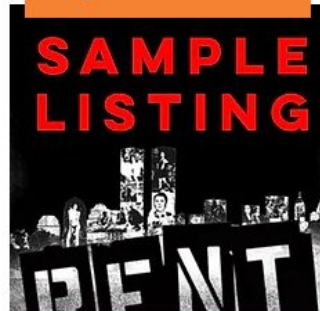
Use the promo code:
CultureOC23

***Rentals and Co-Productions not
included*

Musical Theater

CHANCE THEATER

Buy One, Get One



[Click here to reserve](#)

"Rent"

July 21 - Aug 27, 2023

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This is simply an example of what
can be placed under our Special
Offers*



LIST A SPECIAL OFFER FOR THE CULTURE CLUB

Listing an offer for our subscribers is FREE.
Click the link below to fill out our form.

[SUBMIT AN OFFER](#)

Thanks!

FOR MORE INFORMATION PLEASE CONTACT:

Paul Hodgins

Publisher

phodgins@cultureoc.org



Culture OC is fiscally sponsored by OneOC, a 501(c)(3) nonprofit organization.